DatacardGroup

DATACARD® SD SERIES CARD PRINTERS
SD160™, SD260™ and SD360™

Table of Contents

PRODUCT INTRODUCTION 3
PRODUCT OVERVIEW 3
KEY PRODUCT INFORMATION 3
DATACARD SD160, SD260 & SD360 CARD PRINTER HIGHLIGHTS. . 3
Anti-Jam Card Handling 4
Flexible Connectivity 4
Improved Print Quality 4
TrueMatch™ Printing Technology 5
Smart Card Encoding 6
Secure Reject Bin 7
Input Hopper Empty Notification 7
Ecologically Responsible 7
Easy to Use, Soft-Touch Display Panel 7
Intuitive Datacard Card Printer Driver 7
Browser-based Printer Manager 9
Trade Agreement Act (TAA) Compliant 11
Magnetic Stripe Encoding 11
Ergonomically Designed Supply Cartridge 11
Card Hopper Options 11
Printer Security 12
Complimentary Datacard® ID Works® Intro and TruCredential™ Software 12
SUPPLIES OVERVIEW 13
KEY SELLING POINTS 15
PRODUCT POSITIONING 16
MARKET OPPORTUNITIES 17
BID SPECIFICATIONS 18
FREQUENTLY ASKED QUESTIONS 21
COMPETITIVE ANALYSIS 24
ORDERING AND PRICING INFORMATION 27
DEMO PROGRAM 30
SALES AND MARKETING TOOLS 30

PRODUCT INTRODUCTION

The next generation of card printing from Datacard Group combines dozens of great innovations into an industry-leading product family: the Datacard® SD Series card printers. The Datacard SD card printers consistently print ID cards faster and more reliably – and at the best value on the market. So whether your customers are looking for a more secure workplace or a convenient solution for office identification, the SD Series card printers are the best value on any desktop anywhere.

PRODUCT OVERVIEW

Experience a full range of Datacard SD Series card printers. These entry-level, simplex and duplex printers will delight customers with their thoughtful design and rich list of standard features. These innovative features provide exceptional ease of use, extreme reliability and fast, efficient operation.

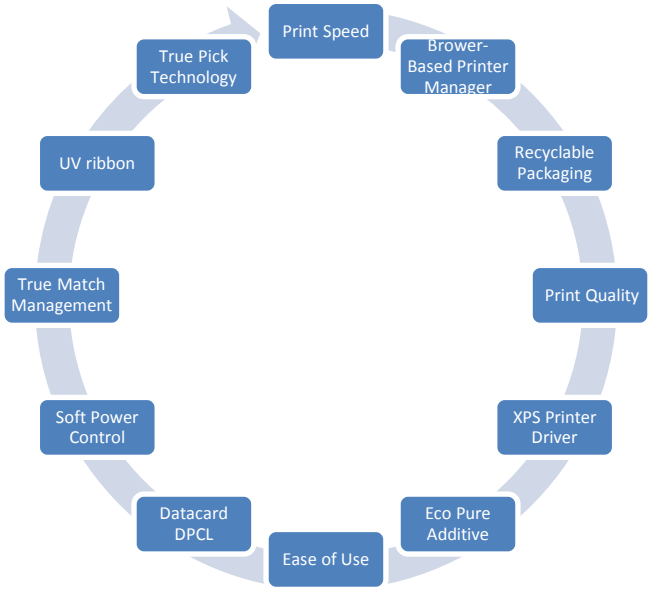
The capacitive, soft-touch display with intuitive icons makes it easy for operators to use the printers. The Datacard printer driver streamlines installation and provides easy access to user information. Maximize efficiency and experience extreme reliability with Datacard® TruePick™ anti-jam card handling. Save time with exceptionally fast printing speeds: simplex color printing at up to 150 cards-per-hour for color printing (Entry Level), and 200 cards-per-hour, duplex color printing at up to 155 cards-per-hour, and monochrome printing at up to 830 cards-per-hour. Enjoy improved efficiency with some of the fastest print speeds available on the market today! In addition, the printer's ecologically responsible design allows users to do their part to help save the environment.

KEY PRODUCT INFORMATION

Everything you always wanted at a price you can afford – this is the simplicity of the SD Series card printers. But under the covers, there is nothing simple about them. The SD Series printers provide an amazing array of rich features that will delight the most demanding customer.

Datacard SD Series Card Printer Highlights

The following diagrams highlight the many powerful features and tools built into the SD Series card printers. The SD360, SD260 and SD160 card printers are packed full of value, and at a very competitive price!



SD Series	
Easier to Use	Soft-touch display panel with intuitive icons and menu Browser-based Printer Manager provides simple access to view printer status and control settings
Manage Colors	Datacard® TrueMatch™ printing technology color management system simplifies the card design process and provides predictably vibrant colors
Best-in-Class Print Quality	Ultra-smooth card transport produces consistent, superior-quality images and crisp, clean printing results
Trouble-Free Performance	Datacard® TruePick™ anti-jam card handling virtually eliminates jams
State-of-the-Art Engineering	Datacard® printer driver utilizes Microsoft XPS OS architecture for faster image processing. Datacard® Printer Command Language* provides flexibility to control printer without using the Datacard printer driver for Windows operating systems
Environmentally Responsible	Biodegradable supply cores with Eco Pure additive Soft power button on printer display Recyclable packaging

Key Printer Benefits

Anti-Jam Card Handling

The SD Series Family features an all-new, exclusive card picking design, TruePick card handling technology, to help ensure extremely reliable card picking. Datacard Group understands that customers rely on their printer to perform in busy times. With TruePick card handling, customers can have confidence that their print jobs will be processed smoothly and efficiently, every time.

Flexible Connectivity

Select whichever connectivity suits the application – SD260 and SD360 printers come standard with both Ethernet and USB connectivity. Standard Ethernet provides flexibility for users to fit the printer into their environment at a value price. The Ethernet port features an activity light to show the port is actively communicating. The SD160 printer comes standard with USB connectivity.

Improved Print Quality

Optimized printing technology between the print ribbon, printhead and printing algorithms provides a smooth, consistent printing result. This means that the color consistency across the surface of the card remains consistent from the leading to trailing edge, as the card is transported smoothly along the card path. In addition, the printer is designed to maintain an even printing consistency, so the density of the first card printed looks the same as the last card in a batch print job.

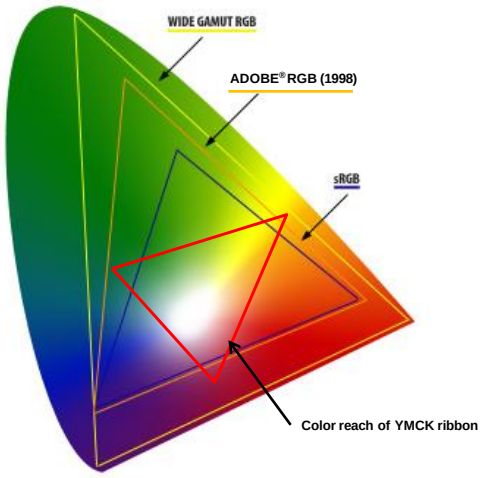
TrueMatch™ Printing Technology

The SD Series card printers lead the industry by providing TrueMatch color printing that conforms to the same color standard used by Microsoft and Hewlett Packard in their viewing devices such as monitors and LCD screens. The TrueMatch printing technology emulates the Internet standard sRGB color space.

TrueMatch printing technology greatly improves the screen to printed card color match compared to the SP and CP Series card printers. In the past, Datacard printers used the Cyan, Magenta, and Yellow color space to optimize the color gamut available from the ribbon. TrueMatch technology sRGB printing emulates the color gamut used by most computer monitors and LCDs, and it uses the color space where the sRGB and CMY colors overlap to produce optimal printing results. (See Illustration 1 below.)The actual results achieved depend on factors such as monitor settings and display colors that are calibrated to accurately show the sRGB color space.

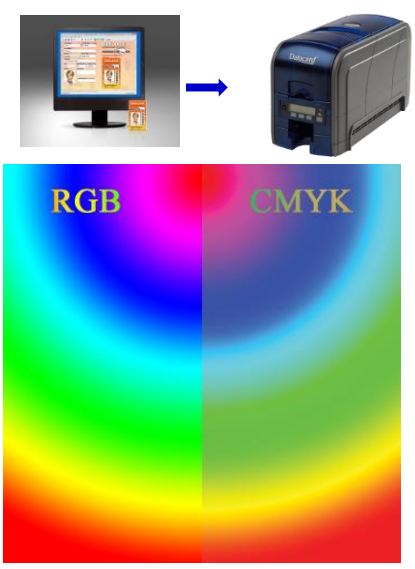
TrueMatch printing technology helps to solve the issue created when the image a customer sees on their monitor looks perfect, and then the resulting colors on the card printed with an YMCK ribbon do not match. Illustration 2 below shows the challenge of taking the monitor's sRGB, red, green, and blue colors and sending them to a printer that will print the image with the yellow, magenta, and cyan panels of the print ribbon. The RGB green is brighter, the red is a true red, and the blue does not have the purple hue as seen on the CMYK side of the diagram. With TrueMatch technology color management, the printer is able to receive the sRGB color profile from the monitor and convert it into the closest match possible using the YMC panels of the ribbon. The SD Series printers compress the sRGB colors so that they are represented into colors that can be most accurately printed with the ribbon.

Illustration 1



http://waleedsgallery.biz/ablog/wp-content/uploads/2006/07/colorspaces.jpg

Illustration 2



Source: http://en.wikipedia.org/wiki/File:RGB_and_CMYK_comparison.png

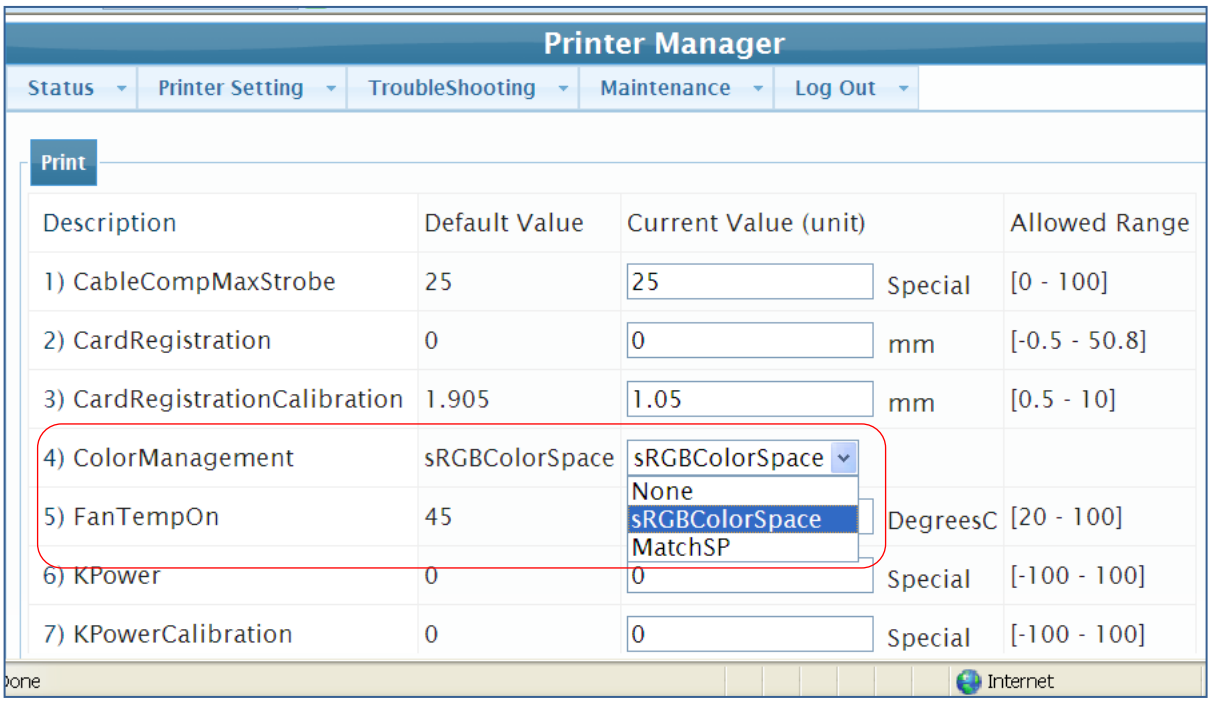
sRGB Color Gamut:

The SD Series printer color management is flexible, offering the following color management choices:

- sRGB color space (default printer setting)

- Match SP (converts colors like the SP Series card printers)
- No color management

This setting can be changed by using the Printer Manager, logged in as WebAdmin or WebService.



Smart Card Encoding Options
Integrate a high level of security with the SD260, SD260S, SD260L and SD360 card printer smart card encoding options. The SD Series printers offer both contact and contactless smart card encoding options. In addition, the SD260 and SD360 card printers offers a unique ability for customers to implement their own contact or contactless smart card reader utilizing the 3rd party smart ready option (contact or contactless readers only). This option offers the connectivity and housing to incorporate user-provided readers within the body of the SD360 card printer.

SD Series		
SD260S	Dual Wire	Identive Contact and Contactless Encoder
SD260L	Dual or Single Wire	Indentive or Duali Contact and Contactless Encoders
SD360	Dual or Single Wire	Indentive or Duali Contact and Contactless Encoders
Third party upgrade kits available for all of the above SD printer series. Please refer to price pages for a full list of compatible encoders		

Secure Reject Bin (feature unique to the SD360)
The SD360 card printer offers a separate reject bin. Rejected cards can now be sent to a separate location, keeping them apart from the good cards in the output hopper.

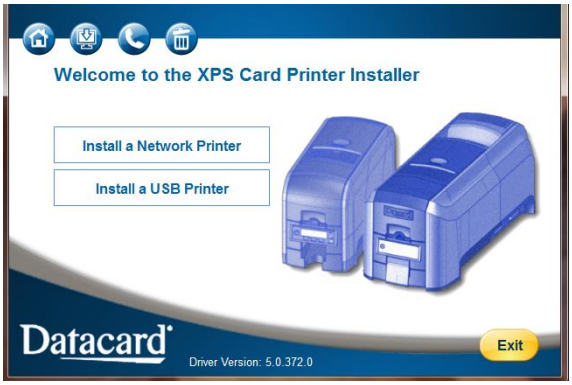
Input Hopper Empty Notification (feature unique to the SD360)
The new design of the SD360 card printer includes a sensor that detects when the input hopper is empty. This provides notification via an illuminated icon on the printer display panel that the card hopper is empty. This simplifies the printing process by visually notifying end users that the hopper is empty before they send a print job to the printer.

Ecologically Responsible
Datacard has embraced the idea of going green with our SD Series card printers and supplies. The SD Series card printers have a soft power button to help reduce power consumption. Supplies used in the SD Series card printers feature biodegradable ribbon cores made with EcoPure additive. Even the packaging and the plastics used for the printer body are recyclable.

Brian, do we want to continue using 3rd party logos? EcoPure

Easy-to-Use, Soft-Touch Display Panel
Standard on all SD Series printers, the soft-touch control panel and LCD screen with intuitive icons assist users in operating the printer. Icons alert users when the supply is low (a user-adjustable alert), when card stock is out or when there is an error condition. Users can change network settings, the LCD backlight, K power and magnetic stripe coercivity by using the LCD panel.

Intuitive Datacard Card Printer Driver
The Datacard card printer driver simplifies the printer installation process by its helpful step-by-step instructions.



The driver uses the modern Microsoft XPS printing architecture designed for Windows 7 & 8 operating systems. XPS driver technology provides a powerful processing pipeline that has been tailored for card printing to preserve image clarity and efficiently use the installed printer supplies.

The driver provides control of advanced card production features with escape codes that can be integrated into most card production applications. Escapes are provided for topcoat control, print blocking, and magnetic stripe encoding, embossing, laminating, and input hopper selection.

For applications where a direct program interface is preferred, a driver SDK is available that uses a standard Windows API and requires no additional files or configuration.
Extensive SDK sample code demonstrates best practices for most card personalization processes and card printer status.

When the printer requires operator attention, the driver displays helpful notifications that help users recover from problems quickly and automatically close if the issue is resolved at the printer.

The Datacard printer driver is Microsoft-certified, which assures that the driver meets the Microsoft standards for compatibility, reliability and security. Because of the Microsoft-certified driver, users can expect trouble-free operation and a familiar easy-to-use Windows operating system experience.

The Datacard Printer driver is available in the following languages:

User Interface:

- Czech
- English
- French
- German
- Italian
- Japanese
- Korean
- Polish
- Portuguese
- Romanian
- Russian
- Simplified Chinese
- Spanish
- Traditional Chinese

Driver Installation:

- English
- French
- German
- Italian
- Japanese
- Korean
- Polish
- Portuguese
- Simplified Chinese
- Spanish
- Traditional Chinese

During the driver installation, the language of the operating system is automatically detected and the appropriate language is loaded without any user interaction.

The printer driver installs a complete set of user information, including:

Quick Install Guide: Outlines the simple printer installation process
Installation Guide and Administrator's Guide: Provides detailed guidance and additional installation choices

User Guide: Provides operator information about the printer setup, troubleshooting and day-to-day printer operations

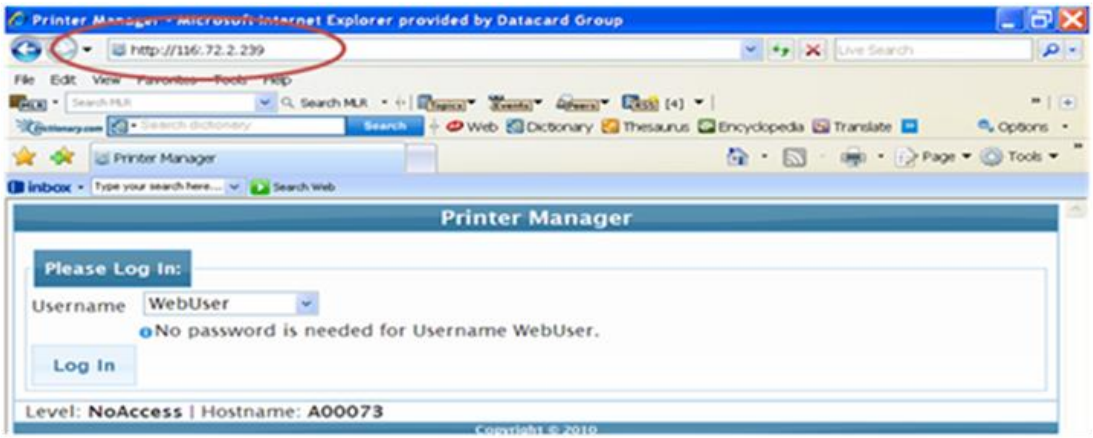
Convenient, Browser-Based Printer Manager

The browser-based Printer Manager allows users to check printer status and control printer settings, all in a single interface. It is no longer necessary to remember what settings are controlled by the driver, toolbox, or what settings are updated by printer diagnostics. Simply enter the printer network IP or USB IP address in your web browser, and the Printer Manager provides a single source of easy access to review and update settings, run a cleaning cycle or check supplies status. The flexible Printer Manager enables users to set their own alert status values for things like low supply warnings, and desired cleaning cycle intervals.

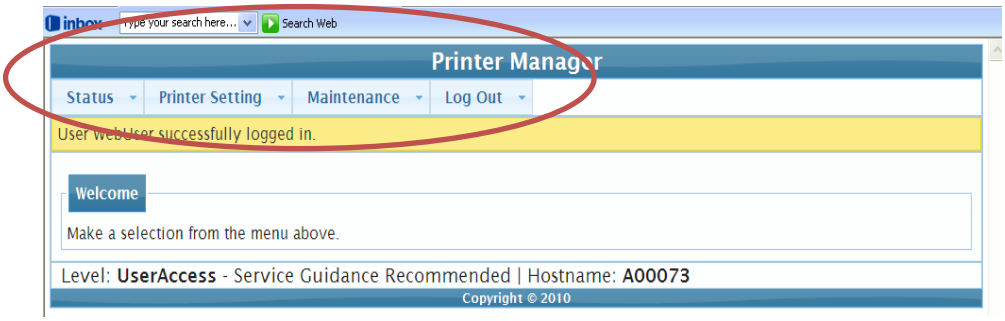
The Printer Manager has three levels of authorization: Web User, Web Admin and Web Service, with password-protected Web Service settings to protect the printer from accidental changes to settings. In addition, the Web Admin level allows the system administrator to control access to Admin settings with a selectable password.

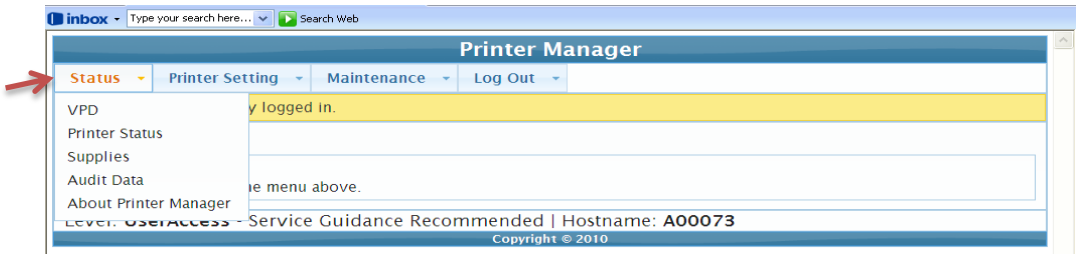
An additional benefit of the Printer Manager is that it facilitates the ability of a service provider to troubleshoot issues and to quickly get end users back in operation. Printer settings now reside in the printer, versus in the driver, which makes it easier for service providers to access data regarding printer settings.

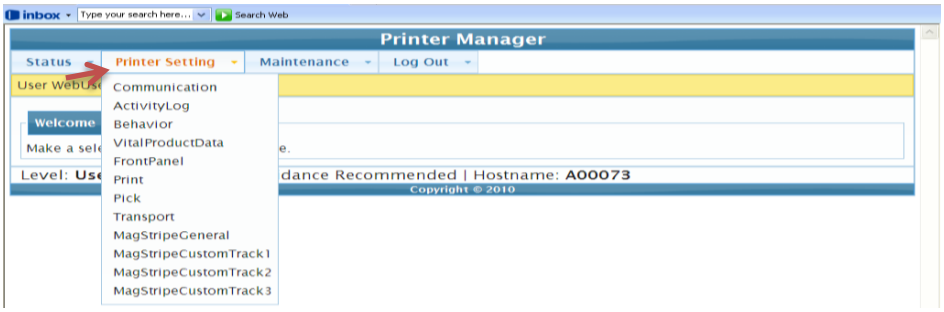
Accessing the Printer Manager is easy. Just use the printer display panel to look up the printer network or USB IP address and enter it into your web browser. For basic printer settings and controls, no password is needed.

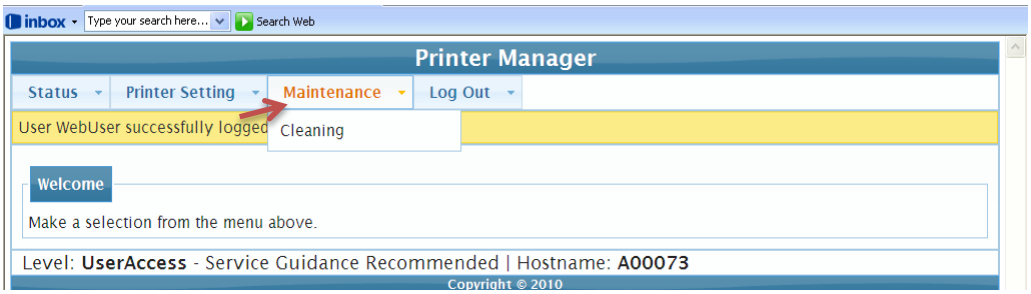


The Printer Manager provides access to printer Status, Printer Setting and Maintenance drop-down menus as shown in the screen shots below.









Detailed information regarding the Printer Manager can be found in the Printer Guide that is found by clicking on the Datacard XPS Card Printer icon on the desktop. This helpful icon is installed during the printer installation process.

The LCD display is available in the following languages:

- English
- German
- Italian
- Japanese
- Spanish

The browser-based Printer Manager is available in the following languages:

- Arabic
- English
- German
- Italian
- Japanese
- Korean
- Spanish
- Traditional Chinese

Trade Agreement Act (TAA) Compliant
The SD Series printers are proudly manufactured in the U.S.A. and thus, are compliant with the Trade Agreement Act. Because the printers are TAA compliant, it satisfies the requirements for many U.S. Federal Government opportunities.

Magnetic Stripe Track Encoding
Both ISO (IAT) and JIS II magnetic stripe configurations are available on the SD Series printers. Magnetic stripe field upgrades are also available, allowing customers to modify their application as their needs change. The magnetic stripe track encoding is user-definable. Users have the flexibility to select which of the magnetic tracks to encode or to leave untouched. For example, leave a pre-encoded track one untouched and write to track two and/or three. This feature is controlled by the Printer Manager.

Ergonomically Designed Supply Cartridge
The ergonomically designed supply cartridge drops in from the top of the printer and holds the ribbon plus a drop-in cleaning roller. This design makes it easier to remember to replace the cleaning roller with each change of ribbon. Replacement cleaning rollers and a cleaning card are included in every ribbon kit to make maintenance easy and convenient.

Card Hopper Options
A 100-card input hopper and 25-card output hopper are standard on the SD Series card printers, as well as an exception card slot on the front of the printer. The SD260 card printer is also available with a manual feed input as a factory option only. There is an optional 100-card output hopper which is end-user installable and available as an upgrade. On the SD360 printer, there is an optional 200-card input hopper, which is end-user installable. The chart below summarizes these offerings

	SD160	SD260	SD360	FACTORY OPTIONS	FIELD UPGRADABLE
Standard Input Hopper	100	100	100	N/A	N/A
Standard Output Hopper	25	25	25	-	-
Exceptions Slot	Standard	Standard	Standard	-	-
Manual Feed	No	Option	No	Yes	-
Extended Input Hopper	200 Option	200 Option	200 Option	N/A	Yes
Extended Output Hopper	100 Option	100 Option	100 Option	N/A	Yes

Printer Security

An optional Kensington cable lock is available to secure the printer to a work area. The Kensington lock comes with a metal reinforcement to securely support the Kensington lock where it connects to the printer. Ordering information for the lock option with metal reinforcements can be found under the Services and Kits section of the Price Page.

Complimentary Datacard® ID Works® Intro Identification Software

All customers who purchase a Datacard SD Series card printer are eligible to receive a free copy of ID Works® Intro identification software. Instructions on how to obtain the free software are included in the printer box. Customers who receive free ID Works identification software have the option to purchase a software upgrade to Basic, Standard, or Enterprise license versions at a later time.

SD Series Family Overview Table

	SD160	SD260	SD360
Print Options	Simplex	Simplex	Duplex
MSRP	$1480	$1980	$2580
Printer/Print Head Warranty	24 Months	30 Months	30 Months
Print Speed Color (Up to)	150	200	155
Print Speed Mon Simplex (Up to)	500	830	830

Rewrite Capabilities*	Yes	No	No
Contact Encoding	No	Yes	Yes
Contactless Encoding	No	Yes	Yes
Connectivity	USB	USB/ETH	USB/ETH
Input Hopper	100	100	100
Output Hopper	25	25	25
Optional Input and Output Hoppers	200 100	200 100	200 100
Ribbons Exclusive for SD160 YMCKT 250, ymcKT 650 and YMCKFT 300 (SD Mono Ribbons work on entire family)	Yes	No	No

SUPPLIES OVERVIEW

The SD Series card printers feature Datacard®patented print ribbons designed specifically for SD Series card printers. When the card printer recognizes that a genuine Datacard ribbon is installed, all enhanced product features are enabled and successful card printing can begin. Datacard Group is your exclusive source for proprietary ribbons for the SD Series card printers.

We will be offering a range of colored supplies exclusive only to the SD160 printer. Color ribbons, such as
YMCKT, 250 image, ymcKT 650 images, YMCKFT 300 images will be available, as well as the full range of Mono supplies currently supported on the entire SD Series.

Distinctive *Blue* Core with Platinum Flecks®

All SD series print ribbons feature our patented *blue* cores with platinum flecks®. Since some competitors now sell infringing supplies that are made to appear identical to the Datacard proprietary offerings, it is important to purchase Datacard® Certified Supplies only from authorized Datacard Group distributors.

Biodegradable EcoPure Additive Supply Cores

The new supply core is essentially identical to the old core, but with one big difference. When the core has finished its useful life and makes its way to a landfill, it breaks down, thanks to many friendly microbes that love plastic made with EcoPure additives. The core breaks down whether it's put in a compost pile or a landfill!

Supply cores have the same performance characteristics:

- The plastic is the same as previous and there is no starch-based substitute
- The core contains an additive that is mixed with the raw plastic before production
- The new material is safer to use
- The product enjoys the same life cycle and longevity

Datacard Group is proud to help in the fight against environmental pollution. The biodegradable cores, ribbon saver feature and reloadable supply cartridge are just a few ways that Datacard demonstrates an overall commitment to reducing environmental waste.

Intelligent Supplies Technology™

Datacard ribbons provide real value to the consumer through our patented Intelligent Supplies Technology™. Datacard® supplies include a number of enhancements when compared to supplies used in competitive printers, such as:

- Ribbon saver
- Automatic ribbon identification
- Ribbon low warning

The SD series card printers feature Datacard patented ribbons which are designed specifically for the SD series card printers. When the printer recognizes that a genuine Datacard® supply is installed, all enhanced product features are enabled and successful card printing can begin. The printer will only print color images when genuine Datacard® supplies are installed. Datacard Group and your authorized distribution channel is your exclusive source for proprietary ribbons for the SD series card printers.

Ribbon Saver: Datacard ribbons help eliminate waste by saving ribbon and increasing the yield a customer can achieve from one roll of ribbon. Because these ribbons are designed specifically for use in the SD series card printers, only Datacard® Certified Supplies offer this type of savings.

Monochrome Ribbons: Instead of advancing one card length of ribbon for every printed card, the SD series card printers advance just past the actual portion of ribbon that is being used to print on the card. Depending on the card layout, this feature may double, and in some cases triple, the standard yield of the monochrome ribbon. Ribbon savings are highest in card designs with printing on the leading edge of the card.

Color Panel Ribbons: The SD series card printers are able to automatically identify the ribbon configuration installed, without advancing the ribbon one set of panels. This eliminates the unnecessary loss of ribbon when the printer is reinitialized.

Automatic Ribbon Identification: When new genuine Datacard ribbons are installed in an SD series card printer, the printer is alerted of the change and automatically updates its internal print settings and offsets according to those of the newly loaded ribbon. When changing ribbons, the ribbon type is immediately recognized and the printer automatically adjusts settings for the highest quality printing.

Ribbon Low Warning: An SD series card printer tracks the number of print jobs consumed on each roll of ribbon and provides a warning message when the ribbon is low. The Printer Manager allows the user to adjust the ribbon low setting, giving the user the flexibility to control when they will receive the ribbon low notice.

Convenience

- Ergonomically-designed supplies cartridge that is easy to load.
- Convenient all-in-one ribbon kits include ribbon, cleaning roller and cleaning card, for easy ordering using a single SKU.
- Replacement printheads are extremely easy to install by operators which can reduce downtime and service calls.
- One-year warranty: The print ribbons for use in the SD card printers come with one-year (12-month) warranty from the date of shipment from Datacard Group.

Image Quality

Our system dramatically improves the quality and sharpness of photos, graphics and logos by leveraging optimized print ribbons as well as user-adjustable image and color controls.

- Smooth, uniform backgrounds
- Superior optical density
- Excellent color matching with cameras and scanners
- Improved color consistency from the PC monitor to the personalized card
- Extremely sharp images and fine-text reproduction
- Enhanced bar code printing

KEY SELLING POINTS

Datacard® card printers and accessories are simply the best value in the market today. Our plug-and-play printers and accessories are your best choice for providing high-quality, easy-to-use systems at the most affordable prices in the market. This next generation card printer simply outperforms everything in its class.

The following are key points to use while promoting the SD Series card printers:

Best-in Class Value

- Low price point – rich feature set

- Maximize efficiency with up to 150 cards-per-hour on the SD160, and 200 color cards-per-hour (one-sided printing) for the SD260 & SD360, 155 color cards-per-hour (two-sided printing SD360) and all of the printers have up to 830 monochrome cards per hour (single-sided monochrome printing).

Advanced Performance

- Trouble-free operation with tools such as the soft-touch display panel, Datacard Printer Driver and browser-based Printer Manager
- Built for a better tomorrow the SD Series printers offer biodegradable supplies cores with EcoPure plastics and recyclable packaging
- High-fidelity printing produces consistently superb images, from the first to the last card when batch printing
- Smart card encoding options add security to more advanced card programs and applications

Easy to Use

- User-friendly soft-touch display panel with intuitive icons provide easy access to printer information
- TruePick™ card handling virtually eliminates card jamming

PRODUCT POSITIONING

The SD Series card printers provide a proven, value-driven solution you can put to work immediately. These best-in-class printers set new standards in performance and value by outperforming all other card printers in their class in:

- Image Quality
- Reliability
- Speed
- Ease of Use
- Affordability and Value
- Environmentally Friendliness

The following 50- and 100-word positioning statements are provided to assist you in the creation of web content, advertising, sales proposals and other sales/marketing content.

50 words

The Datacard® SD Series of printers exceeds expectations without exceeding your budget. With faster, easy-to-use operation, the SD Series printers put reliability, superior image quality and performance right on your desktop. Find out how at Datacard.com/id.

100 words

The competitive features and price of the Datacard® SD Series make it the best value on the market. Dozens of innovations combine to create the industry-leading SD160™, SD260™ and SD360™ card printers. SD Series printers outperform in their categories so you can do the same in yours.

TruePick™ anti-jam card handling accurately picks cards and helps reduce the stress of a busy workday. Smart card encoding and double-sided printing produce more secure solutions for a range of applications including education, healthcare and corporate needs. Learn more at Datacard.com/id.

MARKET OPPORTUNITIES

The SD Series card printers are perfect for anyone in need of an affordable, high-quality printer that is easy to use. These environmentally-friendly printers have a rich set of standard features and a small footprint. They offer extreme value and security that will appeal to customers in the following markets:

Corporate

- Produce employee, contractor and visitor badges
- Control physical access to facilities and logical access to corporate networks
- Enable cashless transactions for cafeterias, vending and company stores

Education

- Identify students, faculty and staff with photo ID cards
- Control access to buildings, rooms and parking lots
- Automate attendance tracking
- Library application with management of checking in and out of books, supplies and equipment, purchase meals and obtain cash from ATMs

Healthcare

- Personalize patient ID cards
- Scan patient IDs to confirm benefit eligibility and track patient activity
- Speed up registration, improve privacy and show commitment to patient satisfaction with patient loyalty cards

Hospitality

- Reward your best customers with points, discounts and other perks by creating a membership card
- Track customer data for use in building strong, lasting relationships and better programs
- Deliver targeted messages and promotions that keep members coming back
- Easily identify members who are entitled to special privileges and services'

Visitor Management (SD160 printer)

- Make sure your visitors are authorized by giving them photo IDs
- Save money with photo ID cards that can be printed, erased and rewritten hundreds of times.
- These environmentally friendly cards also reduce waste in your ID card program

Transit

- Provide a durable long-term solution for regular travelers in your transit system
- Reduce waste with rewriteable (SD160 printer) and durable cards

Government

- Personalize government IDs and program cards

- Financial and social benefits entitlement card programs
- Enable cashless transactions for government programs

BID SPECIFICATIONS

SD Series Printer Standard Features

Print capabilities

- SD160: One-sided edge-to-edge printing with Rewrite*
- SD260: One-sided edge-to-edge printing; manual duplex printing (manual card flip)
- SD360: One- or two-sided edge-to-edge printing
- Full-color and monochrome printing capability
- Alphanumeric text, logos and digitized signatures
- Variety of bar codes, 1D/2D bar code images

*Rewrite technology is scheduled to be available through a firmware update in May 2015

Print resolution

- 300 dots per inch, 256 shades per color panel

Print quality

- sRGB color management
- End-to-end color management

Print speed

- Full-color printing up to 200 cards per hour, single-sided (YMCKT) for SD260 & SD360 printers, up to 155 cards per hour, two-sided (YMCKT-K) or 150 cards per hour, single sided for SD160 printer
- Monochrome printing up to 830 cards per hour, one-sided (black HQ) for all SD printers

Printer Memory

The D3-based SD, CD, and CE printers (SD460, CE8XX, CD800, SD360, SD260L) have 256 MB.

- All D2/D1-based SD and CD printers (SD260, SD160, older SD360 – below SN B1700, older CD800-below SN C20000) have 128 MB.

Printer display

- Printer status messages
- Multiple backlight settings
- Languages available: English, German, Italian, Japanese, and Spanish

Card capacity

- Automatic feed: 100-card input hopper for 0.030 in. (0.76mm) cards, 25-card output standard
- Manual feed: 1-card input; 5-card output for .030 in. (0.76mm) cards (SD260)
- Front exception card slot (All SD Series)
- Separate reject location and holding tray (SD360)
- Input hopper empty detection (SD360 printer)

Printer driver

- Adjustable color controls with image preview
- Pre-set area to block printing on magnetic stripe, with escapes for custom areas
- Utilizes Windows XPS-based technology for high-fidelity printing
- Printer SDK for Windows operating systems

- User interface languages: Arabic, English, German, Italian, Japanese, Korean, Spanish, Traditional Chinese

User-friendly operation

- Printer messages display on LCD panel
- Easy, fast installation
- Card remake standard with cancel option
- Operator-replaceable printhead
- Front panel soft power button

Datacard® Certified Supplies featuring Intelligent Supplies Technology™

- Automatic identification and validation for ribbons
- Adjustable low ribbon and cleaning card alerts
- Ribbon saver
- End-of-ribbon notices for full-color ribbons

Warranties

- 24-month standard depot warranty (SD160 printer)
- 30-month standard depot warranty (SD260, SD360 printer)
- 24-month print head warranty(SD160) 30-month print head warranty(SD260 and SD360 printer) (no pass restrictions on all SD Series)
  (Please see Service Announcement for more detailed information.)

SD Series Card Printer Options

Magnetic stripe encoding (field upgradeable) All SD Series

- ISO 7811 three-track option
- JIS type II single-track option
- High- and low-coercivity
- Support for standard and custom magnetic stripe data formats

Smart card personalization (SD260 and SD360 printers only)

- Indentive dual contact/contactless reader
- HID iCLASS read/write reader
- Option for customer-provided 3rd party smart card reader (for contactless or contact readers)
- Duali contact and contactless reader is also available (SD360 printer)
- The smart card encoding option is not available on the SD160 printer

End-user upgradeable options (All SD Series)

- Extended 200-card input hopper upgrade
- Extended 100-card output hopper upgrade
- Kensington security lock for printer

SD Series Card Printer Specifications

Physical dimensions

- SD160: L 15.4 in. x W 6.9 in. x H 8.8 in. (39.1 cm x 17.5 cm x 22.4 cm)
- SD260: L 15.4 in. x W 6.9 in. x H 8.8 in. (39.1 cm x 17.5 cm x 22.4 cm)
- SD260S short body smart card: L 17.25 in x W 6.9 in x H 8.8 in (16.89 x 43.82 x 21.37 cm)
- SD260L long body with smart card: L 21.2 in. x W 6.9 in. x H 8.8 in. (53.9 cm x 17.5 cm x 22.4 cm)
- SD360: L 21.2 in. x W 6.9 in. x H 8.8 in. (53.9 cm x 17.5 cm x 22.4 cm)

Weight

- SD160: 8 lbs (3.7 kg.) (depending on options)
- SD260: 8.1 lbs (3.7 kg) (depending on options)
- SD260S short body smart card: 14 lbs (6.4 kg) (depending on options)
- SD260L long body with smart card: 12.0 lbs (5.4 kg) (depending on options)
- SD360: 12.0 lbs (5.4 kg) (depending on options)

Electronic requirements

- 100/120V, 50/60 Hz
- 220/240V, 50/60 Hz

Plastic cards accepted

- ISO ID-1/CR-80 size cards
- 3.370 in. x 2.125 in. (85.6 mm x 53.98 mm)
- PVC or PVC coated cards
- Select key fob cards (ISO ID-1/CR-80 size cards)
- Datacard® StickiCard™ adhesive-backed plastic cards

Card thickness accepted

- 0.010 in. to 0.037 in. (0.254 mm to 0.939 mm)

Operating environment

- 60° F to 95° F (15° C to 35° C)
- 20% to 80% non-condensing humidity

Storage environment

- 5° F to 140° F (-15° C to 60° C)
- 10% to 90% non-condensing humidity

Connectivity

- Bidirectional USB 2.0 (All SD Series)
- Ethernet 10 Base T/100 Base TX (with activity light) (SD260 & SD360 only)

Operating system support for printer driver

- Windows 7 (32 and 64 bit)
- Windows 8.1 (32 and 64 bit)
- Windows Server 2008 (32 and 64 bit)
- Windows Server 2003 R2 (32 bit)
- Windows Server 2012 R2 (64 bit)
- Microsoft Windows OS Hardware Quality Labs (WHQL) certified

Agency approvals

- cULus, FCC, I.C., CE, Ctick, VCCI, RoHS, WEEE, CCC, KC (some approvals still pending for SD360 printer)

Environmental-saving features

- Biodegradable supply cores made with EcoPure additive
- Recyclable enclosure plastics (marked with recycle symbol per Resin Identification Code)
- Recyclable packaging

Included with SD160, SD260 and SD360 card printers:

- Printer driver CD, Quick Install Guide and Warranty
- ID Works® Intro identification software
- Cleaning pen
- Cleaning roller spindle
- USB cable
- Power supply
- Power cord (region-specific)

FREQUENTLY ASKED QUESTIONS

Following is a list of questions and answers that you may have regarding the SD Series card printers.

Q1. Where in the Datacard product family is the SD Series positioned and what SP equivalent printer does each item replace?
A1. The SD360 card printer is a duplex printer in our Standard Class of printers, and it will ultimately replace the SP55 Plus card printer. The Standard Class SD260 card printer is a simplex printer, and it will ultimately replace the SP35 Plus card printer. The Standard Class SD160 is also a simplex printer, and will ultimately replace the SP25 Plus card printer.

Q2. When will the SP25 printers cease shipping?
A2. Our plan is that we will allow a six-month transition period from the time the new SD printers begin shipping before we close down production of the SP printer line.

Q3. What is the estimated ship date of the SD160 printers?
A3. Shipments will begin in mid-February 2015. *Printers with rewrite capability will begin shipping in May 2015.

Q4. Is the manual feed option on the SD260 printer the same as the previous “bypass” feature?
A4. The manual feed option is a hopperless design. Users can print one card at a time. The Datacard SD260 and SD360 card printers also have an exception card capability so users with a 100-card hopper model can insert a card that will “bypass” the cards loaded in the input hopper. This manual feed option is not available on the SD160 printer.

Q5. What is the life expectancy of the SD card printer family?
A5. Life expectancy is influenced by a number of factors, including proper maintenance; the number of cards produced annually, the operating environment, etc. Generally, we expect the life of the SD Series card printer to be approximately 5 years, or 250,000 cards, whichever comes first.

Q6. Is there any speed difference between the different color management selections, e.g., sRBG compared to SP-like or “none” color management selections?
A6. No, there is no difference in speed.

Q7. Is magnetic stripe field upgradeable?
A7. Yes, magnetic stripe can be upgraded in the field by a Datacard authorized service representative. This is available for the entire SD series family.

Q8. What smart card encoding options are available?
A8. The following options are available:

- Indentive dual contact/contactless reader
- HID iCLASS read/write reader
- Option for customer-provided 3rd party smart card reader (for contactless or contact readers)
- Duali contact and contactless reader is also available
- The smart card encoding option is not available on the SD160 printer

Q9. Does a user need access to the internet or a network in order to use the Print Manager?

A9. It is not necessary to have access to the internet or a network in order to use the print manager. The browser acts as a viewer and is not dependent on the internet service provider.

Q10. How does the quality of the printing of an SD Series printer compare to retransfer printing technology? How does the color compare?

A10. The SD Series direct-to-card printing is extremely high-quality printing, and the edge-to-edge printing performance is excellent. Retransfer printing also produces high-quality printing with the advantage that the printing goes completely over the edge of the card, and also does a better job of printing on uneven card surfaces. A disadvantage of retransfer printing over the direct-to-card printing is that there is an additional expense associated with the retransfer ribbon.

As far as the color comparison, both printers produce brilliant, beautiful color printing, however, some customers prefer the images produced by retransfer printing technology. It is really a matter of personal preference.

Q11. How do you tell the browser-based Print Manager to connect to a USB?

A11. For customers using a USB connection, they would enter the USB IP address into the browser to access the print manager. The USB IP address can be looked up by using the LCD display.

Q12. Are Windows 7 & 8 OS supported?

A12. Yes, the printer driver supports printing on both Windows 7 & 8 operating systems, both 32- and 64-bit.

Q13. How about support for MAC operating systems?

A13. The Datacard SD Series card printer driver works on Microsoft operating systems. However, our printers are currently not set up to support MAC operating systems.

Q14. Will there be a fluorescent UV panel ribbon available for the SD series?

A14. Initially, only the SD160 printer will have the UV panel ribbon available. However, we plan to launch the UV ribbons for the SD260 & SD360 printers in the future.

Q15. Do the SD Series card printers use the same ribbons as the SP Series printers?

A15. The SD Series printers use new ribbons which currently will not work in the SP Series printers. Future releases of ribbons and SP printer firmware will allow the same ribbon to be used on both SP and SD series printers. Detailed communications regarding this topic will be published on PartnerPage(sm).

Q16. What is the shelf life for the supplies?

A16. The shelf life is approximately 18 months with a warranty period of 12 months.

Q17. Can I get a demo unit?

A17. Yes, the SD Series printers are available as part of the demo program at 70% off list price.

Q18. Does the color and K separation by the driver only work when using ID Works or ID Centre software or with <u>any</u> printing software?

A18. It is not necessary to be using ID Works software in order to take advantage of this feature. The separation is managed by the printer driver.

Q19. Does Datacard Group recommend selling ID Works or ID Center software for this printer? Does it matter which software is used?
A19. Either ID Works or ID Center software can be used with the SD printers. If you are using ID Center software with an SD printer, it may be necessary to manually select the printer plug-in when the software is installed. When using ID Works software with an SD printer, this selection is made automatically.

Q20. How does the licensing work for the free Datacard® ID Works® Intro identification software?
A20. The licensing is accomplished through the EULA, and there is no USB dongle.

Q21. What happens when the network is down with the browser-based Print Manager?
A21. If the network is down, the customer has the option to access the Print Manager by using the USB connection.

Q22. Can we have a copy of the SD Series card printer training presentation?
A22. Yes! A copy of the presentation is posted on PartnerPage℠ under Training -GPP Certification https://www.partnerpage.com/training/content.jsp?contentType=Certification%20Training

Q23. Will the training presentation be translated into other languages?
A23. Please request a translation from your local Datacard Sales Representative. Pending regional resources, they may be able to provide a translation for you.

Q24: Can I upgrade my SD160 printer to have Ethernet connectivity?
A24: No, the SD160 printer was not created to have Ethernet connectivity. Please upgrade to the SD260 printer if Ethernet connectivity is needed.

Q25: Will the color ribbons from the SD260 & SD360 printers work on the SD160 printer?
A25: No, the SD160 printer has its own portfolio of color ribbons.

Q26: Will the monochrome ribbons from the SD260 & SD360 printers work on the SD160 printer?
A26: Yes, the SD160 printer will use the same monochrome ribbons as the SD260 & SD360 card printers.

Q27: Are the warranties the same on the SD160, SD260 & SD360 printers?
A27: No. The SD160 printer has a 24 month warranty, while the SD260 and SD360 printers have 30 month warranties.

Q28: How does the SD160 printer compare to the competition?
A28: The SD160 printer is an affordable way for customers to get all of the benefits that the Datacard SD Series of card printers provide, including the reliability and quality that customers have come to expect. The SD160 printer also offers an affordable security feature with the available UV ribbon, which cannot be found at this price point anywhere in the market.

Q29: How can I tell which printer I have, they all look so similar?
A29: The sleek LCD panel displays the name of the printer so the user can easily identify which model they are using.

COMPETITIVE ANALYSIS

SD160

	Datacard® SD160™ Card Printer	Fargo C50	Zebra ZXP Series 1™ Card Printer	Evolis Zenius Classic	Magicard Enduro+
GENERAL					
Print Technology	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer
Print Resolution	300 dpi	300 dpi	300 dpi	300 dpi	NA
Print Options	Single-Sided	Single-Sided	Single-Sided	Single-Sided	Single- or Dual-Sided
MSRP	$1,480	$1,799	$1,595	$1,690	$2,295
Printer/Printhead Warranty	24 months	24 months	24 months	24 months	24 months
Operating Systems	Windows 8, 7 (32/64 bit), XP SP3 (32 bit), 2000	Windows 8, 7, Vista, XP (32/64 bit), Windows Server 2008, 2003, MAC OS X (10.5/10.6/10.7/10.8) , Linux	Windows 8, 7 (32/64 bit), Vista, XP, Windows Server 2008, 2003, 2012, Win 8 Pro	Windows 8, 7, Vista (32/64 bit), XP SP3, Mac, Linux	Windows 7, Vista, XP (32/64 bit), 2000 Professional (SP4), Windows Server 2008, 2003 (32/64 bit)
PHYSICAL CHARACTERISTICS					
Dimensions (H x L x W)	8.8 x 15.4 x 6.9" (22.4 x 39.1 x 17.5 cm)	8.8 x 7.9 x 13.7" (22.4 x 20.1 x 34.8 cm)	9.3 x 13 x 7.9" (23.6 x 36.8 x 20 cm)	7.68 x 8.07 x 12.2" (19.5 x 20.5 x 31 cm)	9.2 x 17.8 x 8.1" (23.3 x 45.3 x 20.6 cm)
Weight	8.1 lbs (3.7 kg)	7.5 lbs (3.4 kg)	11.6 lbs (5.3 kg)	7.3 lbs (3.3 kg)	12 lbs (5.5 kg)
SPEED					
Up to: Cards/Hour - Monochrome Single-Sided	500	514	500	400-500	514
Up to: Cards/Hour - Color Single-Sided	150	150	120	120-150	102
CARDS					
Card Thickness	0.009 - 0.055" (0.229 - 1.397 mm)	0.009 - 0.04" (0.229 - 1.016 mm)	0.01 - 0.04" (0.254 - 1.016 mm)	0.01 - 0.03" (0.25 - 0.76 mm)	0.02 - 0.04" (0.51 - 1.02 mm)
Card Input Hopper Capacity	100	50	100	50	100
Card Output Hopper Capacity	20	30	45	20	30
Reject Hopper	No	No	No	No	No
OPTIONS					
Multi-Hopper	No	No	No	No	No
ISO Magnetic Stripe Encoding	Yes	No	Yes	Yes	Yes
Contact Smart Card Encoding	No	No	No	Yes	Yes
Contactless Smart Card Encoding	No	No	No	Yes	Yes
Connectivity	USB	USB	USB (option: Ethernet)	USB (option: Ethernet)	USB (option: Ethernet)
Printer Driver SDK	Yes	Yes	Yes	Yes	Yes
Software Available	ID Works /True Credential	Swift ID™	ZMotif CardStudio™	Evolis Premium Suite® eMedia CS Card Designer	No
Encryption	No	No	No	No	No
Rewrite	Yes	Yes	n/a	n/a	Yes

SD260 Printer

	Datacard® SD260™ Card Printer	Fargo® DTC1250 (single-sided)	Zebra® ZXP Series 3™ Card Printer (single-sided)	Evolis Primacy (single-sided)	Magicard® Rio Pro™ (single-sided)
GENERAL					
Print Technology	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer
Print Resolution	300 dpi	300 dpi	300 dpi	300 dpi	NA
Print Options	Single-Sided	Single-Sided	Single-Sided	Single-Sided	Single-Sided
MSRP	$1,980	$2,099	$1,995	$1,990	$3,295
Printer/Printerhead Warranty	30 months	36 months	24 months	36 months	36 months
Operating Systems	Windows® 8, 7 (32/64 bit), XP SP3 (32 bit), Windows Server® 2012 (64 bit), 2008 (64 bit), 2003 (32 bit),	Windows® 8, 7, Vista, XP (32/64 bit), Windows Server® 2008, 2003, MAC OS X (10.5/10.6/10.7/10.8), Linux	Windows® 7, Vista, XP (32/64 bit), Windows Server® 2008, 2003	Windows® 8, 7, Vista (32/64 bit), XP SP3, Mac OS X (10.5 onwards), Linux	Windows® 7, Vista, XP (32/64 bit), 2000 Professional (SP4), Windows Server® 2008, 2003 (32 and 64 bit)
PHYSICAL CHARACTERISTICS					
Dimensions (H x L x W)	8.8 x 15.4 x 6.9" (16.89 x 43.82 x 21.37 cm) (22.4 x 39.1 x 17.5 cm) **With Smart Card:** 8.8 x 21.2 x 6.9" (22.4 x 53.9 x 17.5 cm) **With Smart Card Short Body:** 6.65 in x 17.25 in x 8.4 in	8.8 x 7.9 x 13.7" (22.4 x 20.1 x 34.8 cm)	9.3 x 14.5 x 7.9" (23.6 x 36.8 x 20.1 cm)	9.72 x 8.07 x 14.99" (24.7 x 20.5 x 38.1 cm) **With Reject Tray:** 9.72 x 8.07 x 18.93" (24.7 x 20.5 x 48.1 cm)	9.8 x 18.5 x 8.6" (25 x 47 x 22 cm)
Weight	8.1 lbs (3.7 kg) **With Smart Card:** 12 lbs (5.4 kg) **With Smart Card Short Body:**	7.5 lbs (3.4 kg)	11.6lbs (5.3 kg)	8.86 lbs (4.02 kg)	10.8 lbs (4.9 kg)
SPEED					
Up to: Cards/Hour - Monochrome Single-Sided	830	600	710	600 - 850	600
Up to: Cards/Hour - Color Single-Sided	200	225	180	190-225	156
CARDS					
Card Thickness	0.01 - 0.37" (0.254 - 0.939 mm)	0.009 - 0.04" (0.229 - 1.016 mm)	0.01 - 0.04" (0.254 - 1.016 mm)	0.01 - 0.05" (0.25 - 1.25 mm)	0.02 - 0.05" (0.51 - 1.27 mm)
Card Input Hopper Capacity	100 (option: 200)	100	100	100	100
Card Output Hopper Capacity	25 (option: 100)	30	45	100	70
Reject Hopper Capacity	NA	NA	NA	30	NA

SD360 Printer

	Datacard® SD360™ Card Printer	Fargo® DTC1250 (dual-sided)	Zebra® ZXP Series 3™ Card Printer (dual-sided)	Evolis Primacy (dual-sided)	Magicard® Rio Pro™ (dual-sided)
GENERAL					
Print Technology	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer	Dye-sublimation/ Resin thermal transfer
Print Resolution	300 dpi	300 dpi	300 dpi	300 dpi	NA
Print Options	Dual-Sided	Dual-Sided	Dual-Sided	Dual-Sided	Dual-Sided
MSRP	$2,580	$2,699	$2,895	$2,590	$3,695
Printer/Printerhead Warranty	30 months	36 months	24 months	36 months	36 months
Operating Systems	Windows® 8, 7 (32/64 bit), XP SP3 (32 bit), Windows Server® 2012 (64 bit), 2008 (64 bit), 2003 (32 bit),	Windows® 8, 7, Vista, XP (32/64 bit), Windows Server® 2008, 2003, MAC OS X (10.5/10.6/10.7/10.8), Linux	Windows® 7, Vista, XP (32/64 bit), Windows Server® 2008, 2003, 2012	Windows® 8, 7, Vista (32/64 bit), XP SP3, Mac OS X (10.5 onwards), Linux	Windows® 7, Vista, XP (32/64 bit), 2000 Professional (SP4), Windows Server® 2008, 2003 (32 and 64 bit)
PHYSICAL CHARACTERISTICS					
Dimensions (H x L x W)	8.8 x 21.2 x 6.9" (22.4 x 53.9 x 17.5 cm)	9.8 x 9.2 x 18.7" (24.9 x 47.5 x 23.4 cm)	9.3 x 14.5 x 7.9" (23.6 x 36.8 x 20.1 cm)	9.72 x 8.07 x 14.99" (24.7 x 20.5 x 38.1 cm) **With Reject Tray:** 9.72 x 8.07 x 18.93" (24.7 x 20.5 x 48.1 cm)	9.8 x 18.5 x 8.6" (25 x 47 x 22 cm)
Weight	12 lbs (5.4 kg)	10 lbs (4.54 kg)	12.2 lbs (5.53 kg)	8.86 lbs (4.02 kg)	10.8 lbs (4.9 kg)
SPEED					
Up to: Cards/Hour - Monochrome Single-Sided	830	600	710	600 - 850	600
Up to: Cards/Hour - Color Dual-Sided	155	150	140	140	NA
CARDS					
Card Thickness	0.01 - 0.37" (0.254 - 0.939 mm)	0.009 - 0.04" (0.229 - 1.016 mm)	0.01 - 0.04" (0.254 - 1.016 mm)	0.01 - 0.05" (0.25 - 1.25 mm)	0.02 - 0.05" (0.51 - 1.27 mm)
Card Input Hopper Capacity	100 (option: 200)	100	100	100	100
Card Output Hopper Capacity	25 (option: 100)	100	45	100	70
Reject Hopper Capacity	NA	NA	NA	30	NA
OPTIONS					
Multi-Hopper	No	No	No	No	No
ISO Magnetic Stripe Encoding	Yes	Yes	Yes	Yes	Yes
Contact Smart Card Encoding	Yes	Yes	Yes	Yes	Yes
Contactless Smart Card Encoding	Yes	Yes	Yes	Yes	Yes
Integration Kit for 3rd-party Encoding Options	Yes	NA	NA	Yes	NA
Connectivity	USB and Ethernet	USB (option: Ethernet)	USB (option: Ethernet)	USB and Ethernet	USB and Ethernet
Printer Driver SDK	Yes	Yes	Yes	Yes	Yes
Software Available	ID WorksTM	Swift IDTM	ZMotifTM CardStudioTM	Evolis Premium Suite® eMedia CS Card Designer	No
Encryption	Yes	Yes	No	Yes	No
Locks	No	No	Yes	Yes	No

ORDERING AND PRICING INFORMATION

SD160 Printer

Detailed pricing information will be distributed via Price Pages on PartnerPage℠ per our normal process. Following are the configurations and U.S. list prices for the SD160, SD260 and SD360 printers:

SD160 Card Printer

Part Number	Description	List Price (USD)
Printers:		
TBD	SD160 with 100-card input hopper	$1480
TBD	SD160 with ISO magnetic stripe and 100-card input hopper	$1975
TBD	SD160 with JIS magnetic stripe and 100-card input hopper	$1975
Supplies:		
TBD	YMCKT full-color ribbon kit, 250 images	$85.00
TBD	YMCKFT full-color ribbon kit, 300 images	TBD
TBD	ymcKT full-color short panel ribbon kit, 650 images	$137.00
534000-005	KT black ribbon kit, 1,000 images	$160.00
532000-052	Black HQ (High Quality), 500 images	$18.00
532000-053	Black HQ (High Quality), 1,500 images	$20.00
532000-004	White, 1,500 images	$45.00
532000-005	Red, 1,500 images	$45.00
532000-008	Green, 1,500 images	$45.00
532000-006	Silver, 1,500 images	$45.00
532000-007	Gold, 1,500 images	$45.00
532000-003	Dark blue, 1,500 images	$45.00
532000-054	Metallic silver, 1,500 images	$90.75
532000-055	Metallic gold, 1,500 images	$90.75
532000-009	Scratch-off (silver wavy), 1,500 images	$58.00

SD260 Card Printer

Part Number	Description	List Price (USD)
Printers:		
535500-001	SD260 with manual feed input	$1,930
535500-002	SD260 with 100-card input hopper	$1,980
535500-003	SD260 with ISO magnetic stripe and manual feed input	$2,425
535500-004	SD260 with ISO magnetic stripe and 100-card input hopper	$2,475
535500-005	SD260 with JIS magnetic stripe and 100-card input hopper	$2,475
535500-006	SD260 with dual contact/contactless reader and 100-card input hopper	$2,975
Supplies:		
534000-002	YMCKT full-color ribbon kit, 250 images	$85.00
534000-003	YMCKT full-color ribbon kit, 500 images	$157.50
534000-004	ymcKT full-color short panel ribbon kit, 650 images	$137.00
534000-005	KT black ribbon kit, 1,000 images	$160.00
532000-052	Black HQ (High Quality), 500 images	$18.00
532000-053	Black HQ (High Quality), 1,500 images	$20.00
532000-004	White, 1,500 images	$45.00
532000-005	Red, 1,500 images	$45.00
532000-008	Green, 1,500 images	$45.00
532000-006	Silver, 1,500 images	$45.00
532000-007	Gold, 1,500 images	$45.00
532000-003	Dark blue, 1,500 images	$45.00
532000-054	Metallic silver, 1,500 images	$90.75
532000-055	Metallic gold, 1,500 images	$90.75
532000-009	Scratch-off (silver wavy), 1,500 images	$58.00

SD360 Card Printer

Part Number	Description	List Price (USD)
Printers:		
506339-001	SD360 with 100-card input hopper	$2580
506339-002	SD360 with ISO magnetic stripe and 100-card input hopper	$3,075
506339-019	SD360 with dual contact/contactless reader and 100-card input hopper	$3,575
506339-020	SD360 with ISO magnetic stripe, dual contact/contactless reader and 100-card input hopper	$4,070
506339-005	SD360 with JIS magnetic stripe, dual contact/contactless reader and 100-card input hopper	$3,075
Supplies:		
534000-002	YMCKT full-color ribbon kit, 250 images	$85.00
534000-003	YMCKT full-color ribbon kit, 500 images	$157.50
534000-004	ymcKT full-color short panel ribbon kit, 650 images	$137.00
534000-005	KT black ribbon kit, 1,000 images	$160.00
534000-006	YMCKT-KT full-color ribbon kit, 300 images	$199.00
534000-007	YMCKT-K full-color ribbon kit, 375 images	$169.00
534000-010	KTT black ribbon kit, 750 images	$173.00
532000-052	Black HQ (High Quality), 500 images	$18.00
532000-053	Black HQ (High Quality), 1,500 images	$20.00
532000-004	White, 1,500 images	$45.00
532000-005	Red, 1,500 images	$45.00
532000-008	Green, 1,500 images	$45.00
532000-006	Silver, 1,500 images	$45.00
532000-007	Gold, 1,500 images	$45.00
532000-003	Dark blue, 1,500 images	$45.00
532000-054	Metallic silver, 1,500 images	$90.75
532000-055	Metallic gold, 1,500 images	$90.75
532000-009	Scratch-off (silver wavy), 1,500 images	$58.00

DEMO PROGRAM

Datacard SD Series card printers are available through the demo program. To purchase a demo unit, please complete and submit a demo order form which is available on PartnerPage℠. Please reference promotion code DEMOPRG on your purchase order.

SALES AND MARKETING TOOLS

We have developed numerous sales and marketing tools that can help you sell and promote the new SD Series card printers. The following is a list of the materials and programs that are available on PartnerPage℠:

- Product guide
- Printer and supplies data sheets
- Competitive Product Comparisons
- End-User PowerPoint slide presentation
- Photos
- Datacard.com product pages and spotlights
- Datacard.com landing page – www.datacard.com/id
- Advertorial/messaging statements
- Press releases
- New card designs and ID Works® identification software card projects
- Training materials
- Service and supplies updates
- Printer demo program

Please consult your Datacard Sales Representative with any questions or to request assistance in marketing this industry-leading new printer!

© 2014 DataCard Corporation. All rights reserved. Specifications subject to change without notice.

Datacard, SD160, SD260, SD360, TruCredential, TrueMatch, TruePick, Intelligent Supplies Technology, The Color *Blue* with Platinum Colored Flecks, ID Works, IDCentre, StickiCard and PartnerPage are trademarks, registered trademarks, and/or service marks of DataCard Corporation in the United States and/or other countries